

FIG. 1

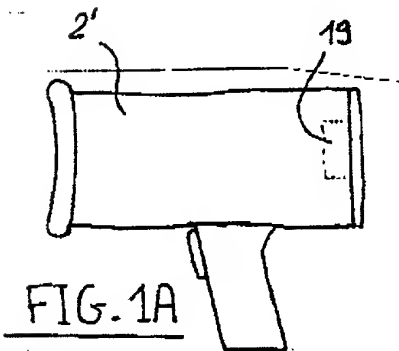


FIG. 1A

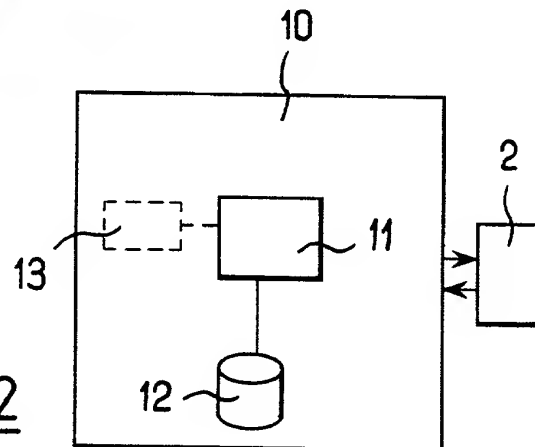


FIG. 2

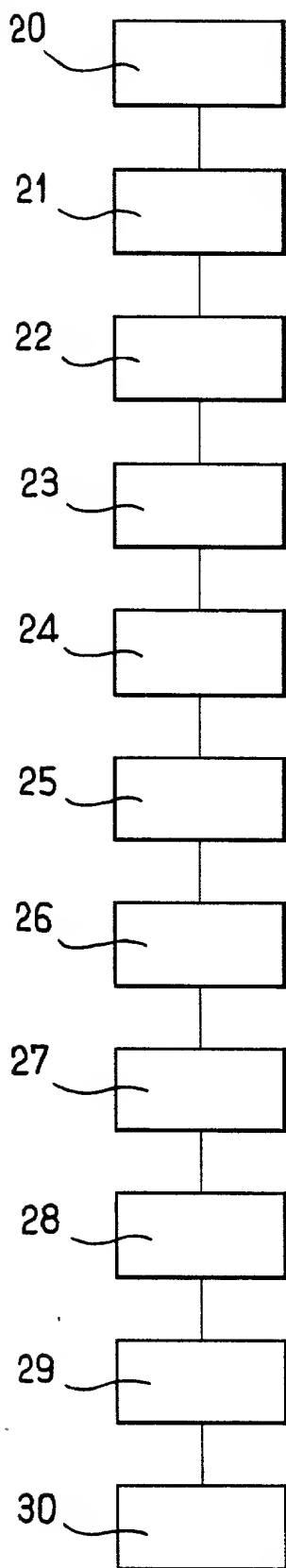


FIG. 3

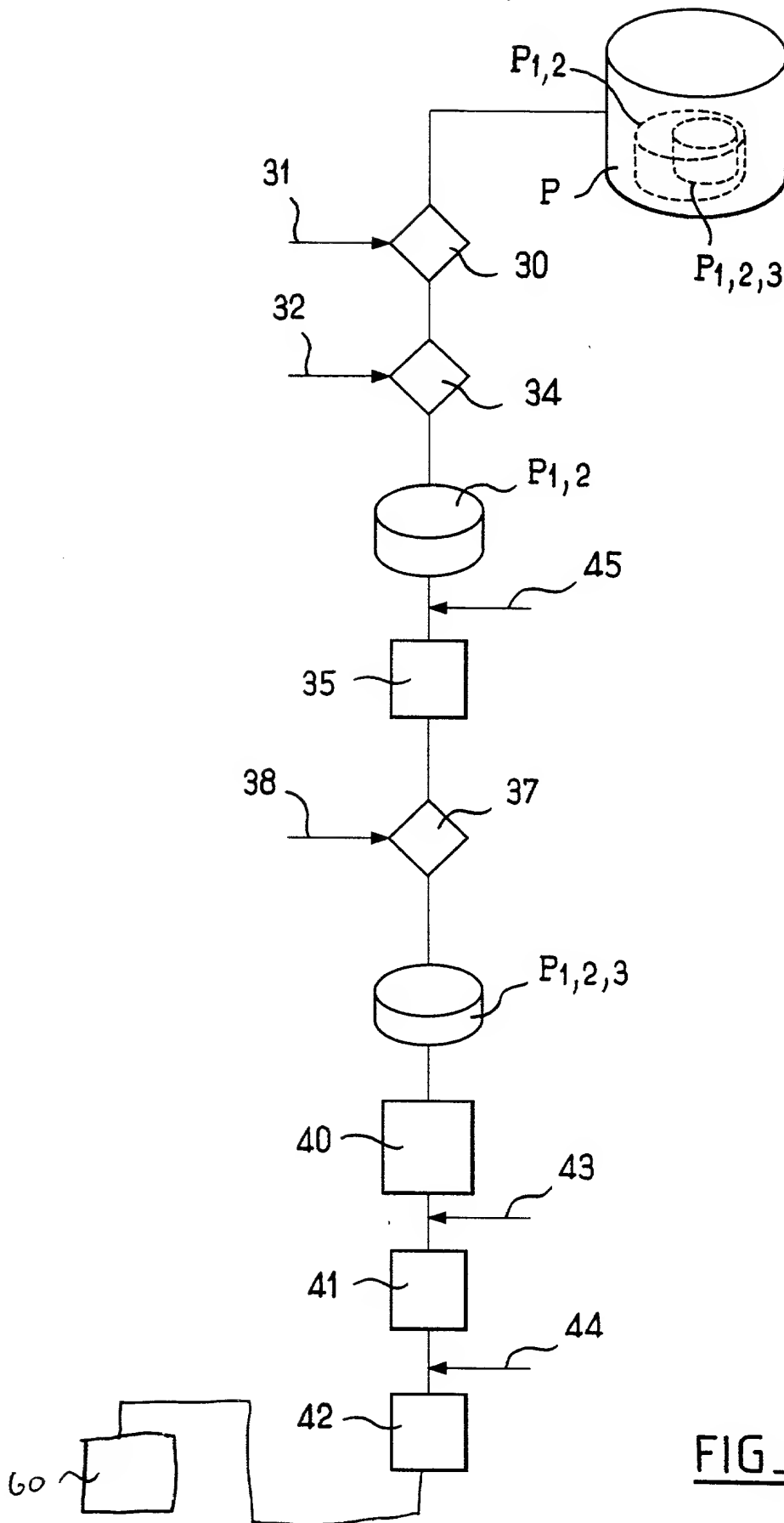


FIG. 4

SUITABILITY OF THE PRODUCT AS A FUNCTION OF THE PERCENTAGE OF <del>WHITE HAIR</del>	NATURAL APPLICATION BASE	COLOR EFFECT OBTAINED	COLOR TRADEMARK	BASE SHADE AND THAT OF THE PRIMARY AND SECONDARY HIGHLIGHT	REFERENCE NUMBER	LIGHTENING POWER	BLEACHING POWER	TONE <del>TONE</del>	PRODUCT'S RANGE	PRODUCT DURATION
SENESCENT										4 / 14

FIG. 5

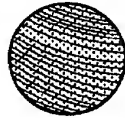
*What is the natural color of your hair?*



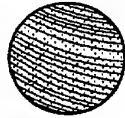
Black



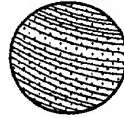
Brown



Dark chestnut



***Chestnut***



Pale chestnut



Dark blonde



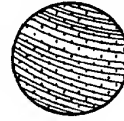
Blonde



Light blonde



Very light blonde



Lightest blonde

FIG. 6

## Estimate your quantity of white hair :

If your hair is tinted, estimate your quantity of white hair at root level

~~Do you hesitate between two choices ?~~ Choose the one having a ~~bigger~~ <sup>greater</sup> quantity of ~~white~~ <sup>Senescent</sup> hair

Having difficulty deciding



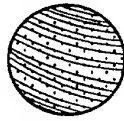
**None**



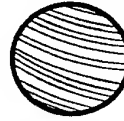
**Some**  
(Less than 30%)



**Much**  
(30 to 50%)



**A majority**  
(50 to 80%)



**A great majority**  
(More than 80%)

FIG.7

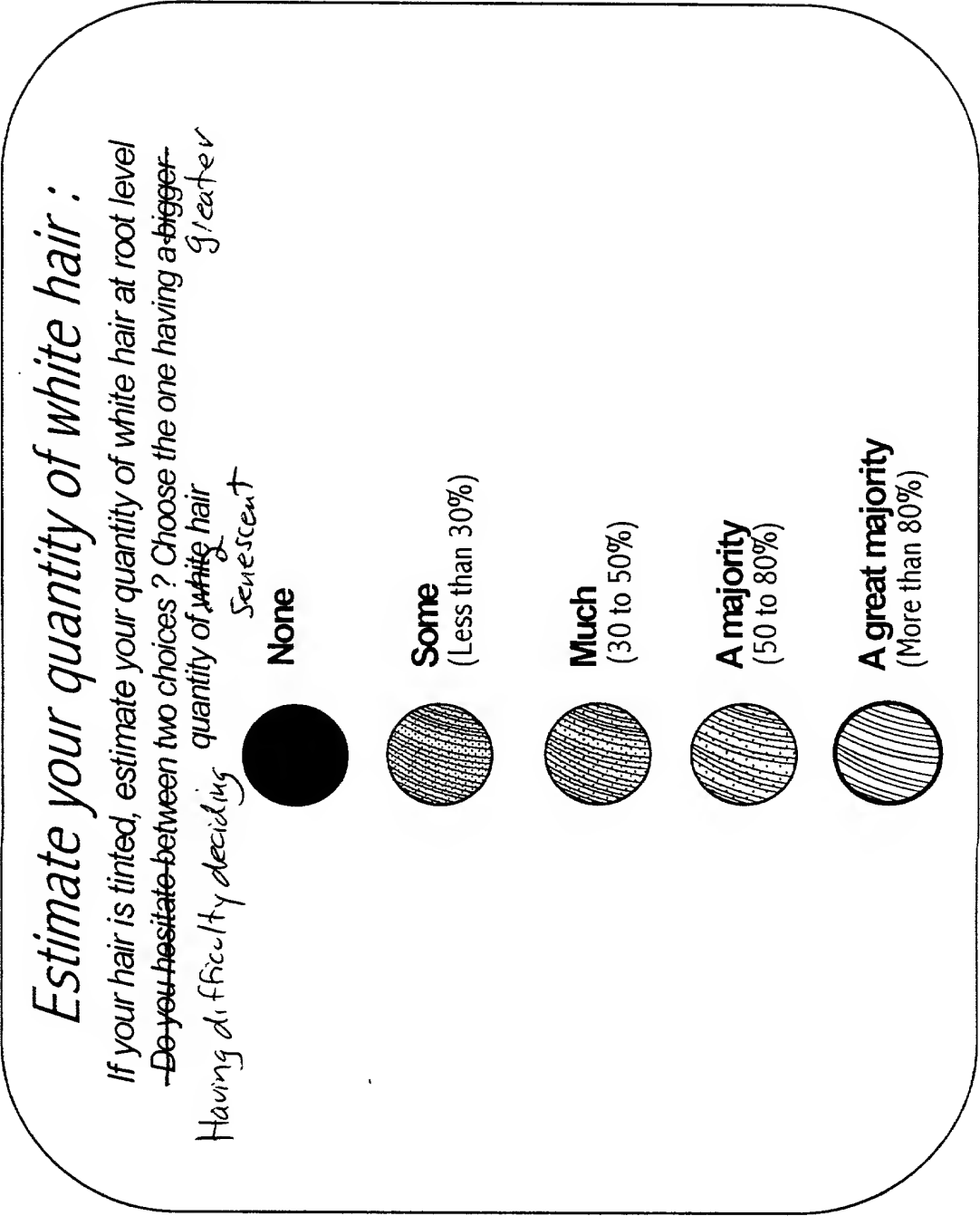
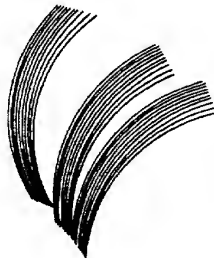


FIG. 8

*What type of color result would you like to obtain ?*

Lightness



Strands  
or streaks

Whole head blonde

Colored shades



Intense result

More natural,  
subtile result

Colored streaks

Senescent  
Cover grey or white hair



Cover ~~White or~~  
grey hair

Senescent hair

FIG. 9





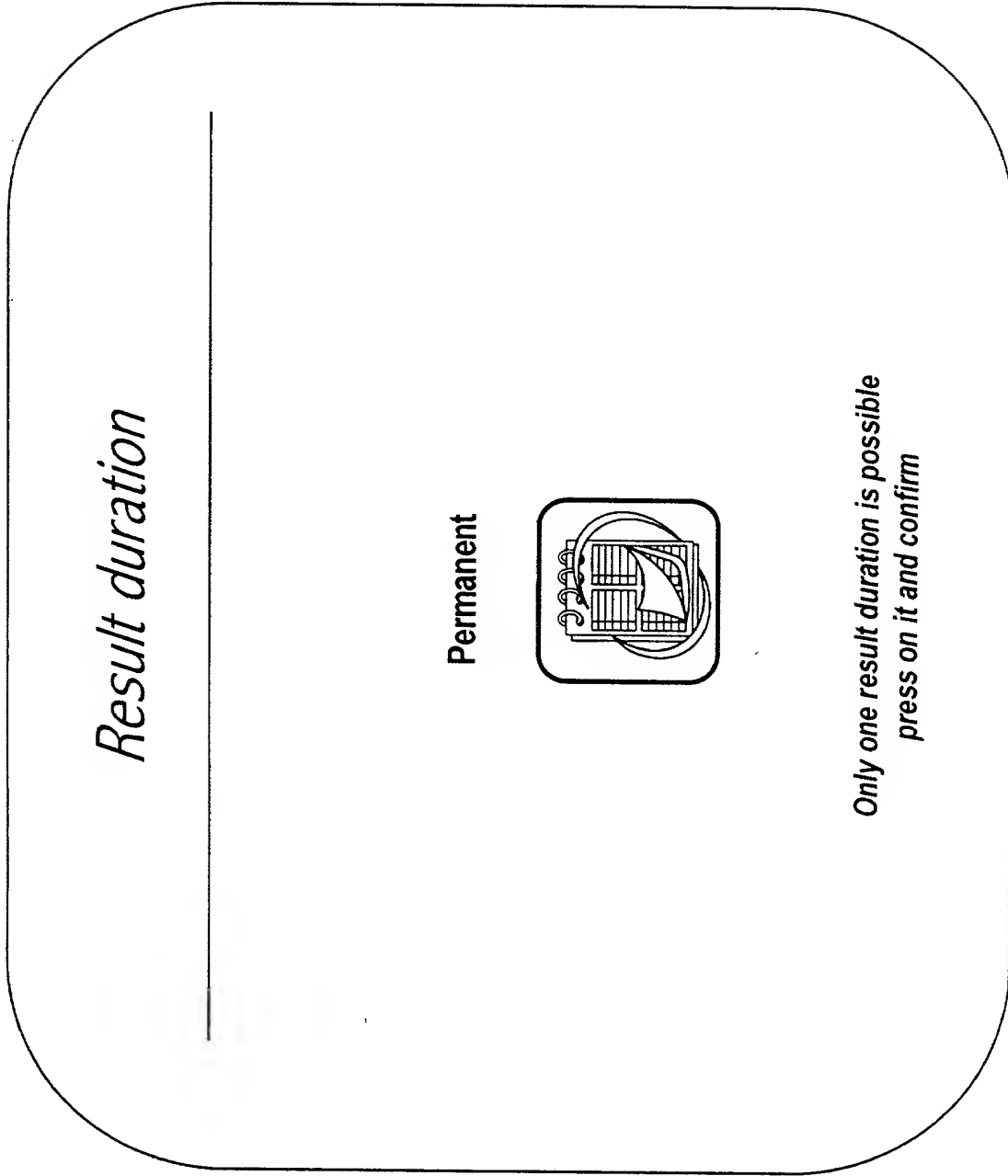


FIG.11

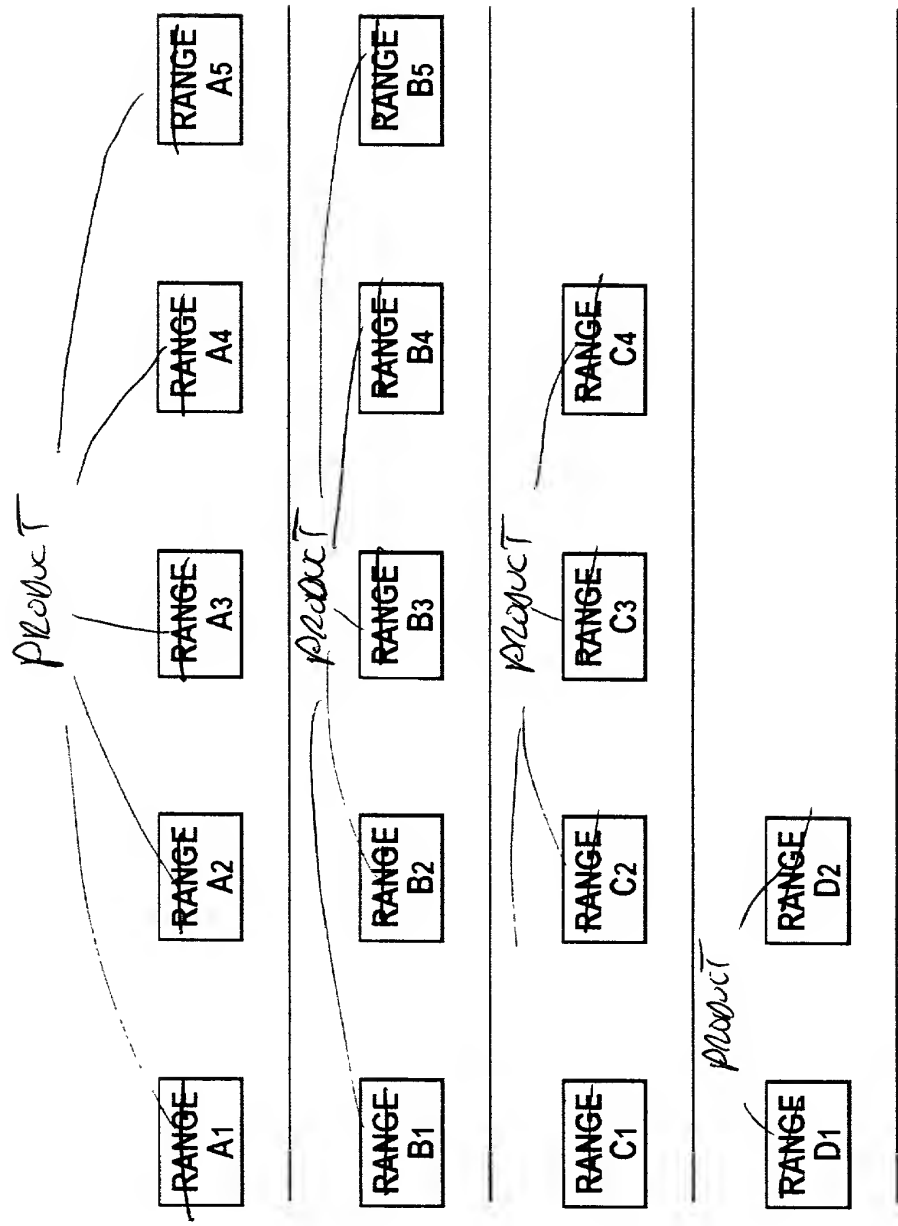
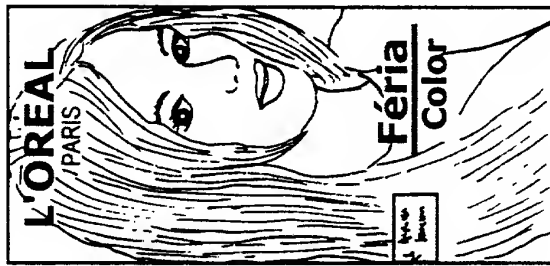


FIG-12

FERIA

3D Color

*lively, vibrant,  
bright*



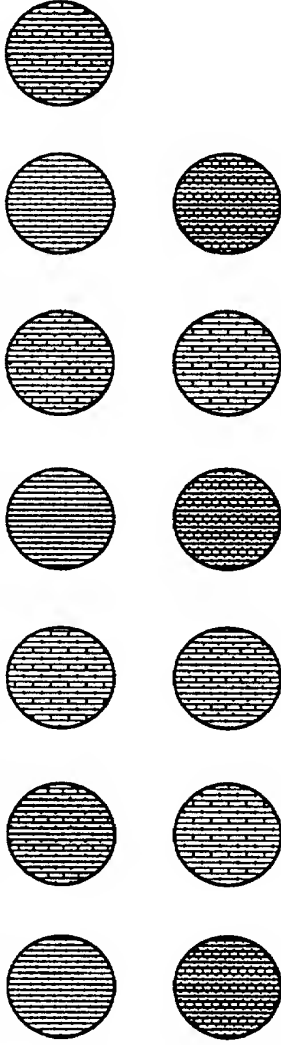
Do you want  
a beautician  
advice ?

Press here

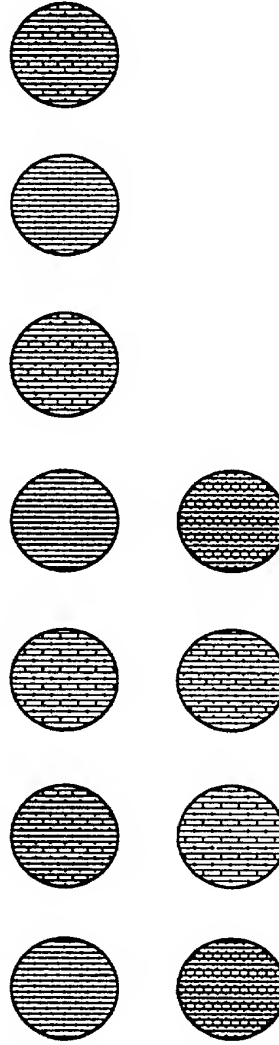
Acces to next  
selection



With your natural color, these colors are directly applicable :



For these colors, please apply a bleaching product before :



For more information, press on the color of your choice

FIG.13

*Discover the most suited colors to  
your complexion and eyes color*

Your complexion is rather :

Fair

Dark / *Faune*

Your eyes are rather :

Light

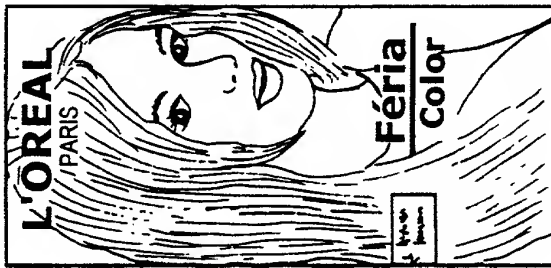
Dark

FIG.14

Acces to next  
selection

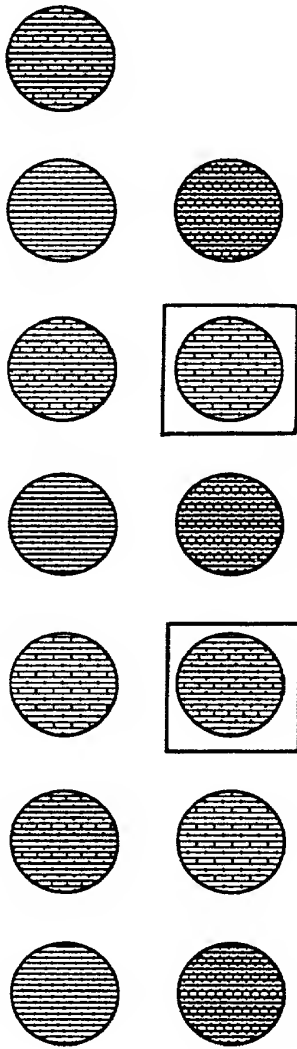
FERIA

3D Color  
lively, vibrant,  
bright



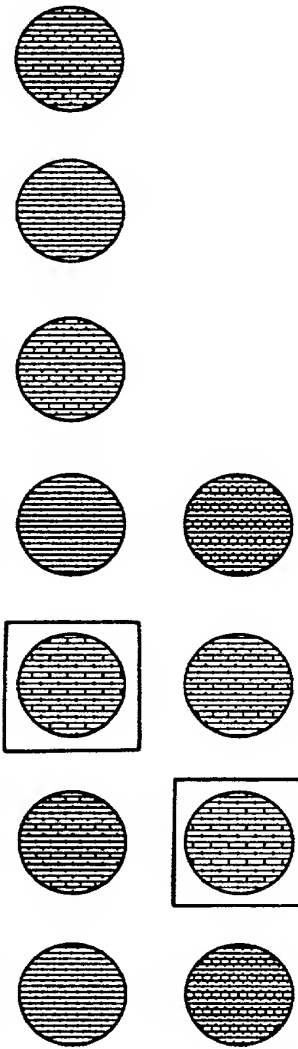
these

With your natural color, those colors are directly applicable :



these

For those colors, please apply a bleaching product before :



For more information, press on the color of your choice

FIG.15

